

CONTRACT

WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

<u>Contract / Revision</u> 731372 /		<u>Alt Order #</u> 08257651
<u>Product</u> PAM MCCRORY 2016 GOV		
<u>Contract Dates</u> 09/26/16 - 11/08/16	<u>Estimate #</u> 4507	
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 10/26/16 / 10/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----1				1	\$150.00					
	Week:	10/03/16	10/09/16	-----1				1	\$150.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----1				1	\$150.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	5	WHNS	10/24/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
		See MG 1.7												
	7	WHNS	10/30/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
	Ⓜ Credited													
	Week:	10/31/16	11/06/16	-----1				1	\$150.00					
2	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----1				1	\$350.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----				0	\$0.00					
	Week:	10/31/16	11/06/16	-----1				1	\$350.00					
3	WHNS	10/02/16	10/16/16	Panthers Early Game	1-4p		:30			IMP		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----				0	\$0.00					
	Week:	10/10/16	10/16/16	-----1				1	\$3,750.00					
4	WHNS	10/30/16	11/06/16	Panthers Late	4-730p		:30			IMP		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/24/16	10/30/16	-----1				1	\$4,500.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHNS	10/24/16-10/30/16	Panthers Early Game	1-430p	-----SaSu	:30		\$4,500.00			NM		
	Credited													
	Week:	10/31/16	11/06/16	-----1				1	\$4,500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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<u>Contract Dates</u> 09/26/16 - 11/08/16		<u>Product</u> PAM MCCRORY 2016
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Estimate #</u> 4507
<u>Original Date / Revision</u> 10/26/16 / 10/26/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Type</u>		
		2	WHNS	10/31/16-11/06/16	Panthers Late	4-730p	-----Su	:30	\$4,500.00			NM		
<i>Credited</i>														
5	WHNS	10/02/16	10/02/16	NFL Pre-Game Show	12-430p		:30		IMP			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-----1	1			\$250.00						
6	WHNS	10/02/16	10/02/16	Panthers Early Game	1-4p		:30		IMP			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-----1	1			\$2,000.00						
7	WHNS	09/27/16	09/27/16	Scream Queens	Tue 9p-10p		:30		PMT			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		09/26/16	10/02/16	-T-----	1			\$600.00						
8	WHNS	10/16/16	10/16/16	NFL Pre-Game Show	12-430p		:30		PMT			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-----S	1			\$250.00						
9	WHNS	10/16/16	10/16/16	NFL Pre-Game Show	12-430p		:30		PMT			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/10/16	10/16/16	-----S	1			\$125.00						
10	WHNS	10/23/16	10/23/16	NFL Pre-Game Show	12-430p		:30		PMT			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/17/16	10/23/16	-----S	2			\$125.00						
11	WHNS	10/23/16	10/23/16	NFL Pre-Game Show	12-430p		:30		PMT			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/17/16	10/23/16	-----S	1			\$250.00						
12	WHNS	10/30/16	10/30/16	NFL Pre-Game Show	12-430p		:30		PMT			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$750.00						
13	WHNS	10/30/16	10/30/16	Panthers Early Game	1-430p		:30		PMT			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$4,000.00						
14	WHNS	11/06/16	11/06/16	Panthers Late	4-730p		:30		PMT			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/31/16	11/06/16	-----S	1			\$4,500.00						
15	WHNS	10/25/16	10/25/16	Pre or Post Game Bre	M-Su 4-11p		:30		PMT			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-T-----	1			\$250.00						
N 16	WHNS	10/30/16	10/30/16	Non Panthers late	358-730p		:30		PMT			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	-----S	1			\$2,200.00						
D 17	WHNS	10/29/16	10/29/16	BB World Series	M-F, Sa-Su 8-11p		:30		PMT			NM	0	\$0.00
N 18	WHNS	10/27/16	10/27/16	M-F Late News	M-F 10-11p		:30		PMT			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	---T---	1			\$250.00						
N 19	WHNS	10/27/16	10/28/16	M-F 6-7a Morning New	M-F 6-7a Morning		:30		PMT			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		10/24/16	10/30/16	---TF--	1			\$50.00						
Totals									0.00				21	\$20,625.00

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09/26/16 - 11/08/16	PAM MCCRORY 2016	4507

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pat McCrory For Gov NC	10/26/16 / 10/26/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	18	\$15,625.00	(\$2,343.75)	\$13,281.25
10/31/16 - 11/06/16	3	\$5,000.00	(\$750.00)	\$4,250.00
Totals	21	\$20,625.00	(\$3,093.75)	\$17,531.25

Signature: _____ **Date:** _____

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